**Costco Craze: Inside the Warehouse Giant**

1. What are 3 things Costco does to encourage shoppers to buy
2. What is the “Costco Effect”
3. The videoopened with several negative statements about Costco, what are they and why do millions of people continue to shop there
4. What is a “trigger”
5. What is a “treasure”
6. According to the video, why does Costco limit the number of items offered